



Fayetteville LCI Plan

re-defining Livable Downtown Fayetteville

**Sponsors: Atlanta Regional Commission
City of Fayetteville**



URBAN COLLAGE, INC.
URS
Robert Charles Lesser & Co. LLC

January 30, 2003

Acknowledgements:

This document represents over six months of work by a Planning Team from Urban Collage, Inc., URS and Robert Charles Lesser & Co., LLC in conjunction with City of Fayetteville officials, property owners, businesses and residents. The Planning Team wishes to thank the following individuals and all who participated in the development of this plan for their time, leadership and vision.

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Preface

The City of Fayetteville, Georgia, located just over 20 miles south of downtown Atlanta was incorporated in 1823. Fayetteville is the county seat of Fayette County, one of the nation's fastest growing counties between 1984 and 1994, and housed an estimated population of 12,593 in 2001. While Fayette County has experienced rapid growth over the last two decades, the City of Fayetteville and its downtown area have grown much more modestly and consistently since 1980, resulting in the development of previously undeveloped or underdeveloped areas along major transportation routes and redevelopment within the historic downtown area.

With continued growth anticipated for the City of Fayetteville and the surrounding County, the potential to reinvigorate the downtown area as a village center offering a range of employment, shopping, recreation and housing has become a higher priority for the City, its staff and elected officials. In 2002, the Atlanta Regional Commission (ARC) awarded the City of Fayetteville with one of ten regional Livable Center Initiative (LCI) grants to develop a plan for Downtown Fayetteville and the surrounding area. The Livable Center Initiative promotes the development of action plans to enhance livability, connectivity and mobility within existing town centers throughout the Atlanta region, while identifying development and redevelopment opportunities. The program also promotes cooperation between private and public entities to implement plan components, which commonly include regulatory changes, infrastructure investment, development and redevelopment projects and creation or refinement of development incentives.

*The **Fayetteville Livable Centers Initiative (LCI) Plan** represents the culmination of a detailed planning effort with a public outreach component involving stakeholders from the City of Fayetteville. The report is divided into four sections and follows the goals and requirements outlined by the LCI program.*

1.0 Inventory and Assessment

Section 1.0 summarizes the initial phase of the Fayetteville LCI Study including documentation of existing conditions within the study area such as study area context, demographics, existing land use, character and building conditions, historic resources, existing transportation and circulation, study area issues and opportunities and potential development opportunities.

2.0 Development Plan

The Development Plan outlines the vision established by the Fayetteville community through the public outreach process and the future land use and circulation plan for the LCI Study Area. Included in this section are area-specific design concepts and projects, detailed development plans for high-priority projects and proposed transportation improvements for the next 25 years. This section includes the Community Vision (results of the *Fayetteville Compass Survey*), the LCI Study Area Concept Plan (land use and circulation projects) and the Downtown Development Program including detailed information and data on the proposed LCI development/improvement projects.

3.0 Action Plan

The Action Plan describes mechanisms for implementing the land use and transportation recommendations described in the Development Plan. Elements of this section include Strategic Recommendations (organizational framework and city initiatives), Regulatory Enhancements (zoning amendments) and the 5-Year Action Plan (projects, costs, funding), 25-Year projections of population and employment within the Study Area and descriptions of how the Fayetteville LCI Plan addresses LCI program goals.

4.0 Appendix

The final section of this report provides documentation of the public involvement component of the planning process and detailed market and planning data eluded to or summarized in the body of the LCI plan.

1.0 Inventory and Assessment

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Study Area Context

The LCI Study Area contains the entire "Main Street District" and a portion of the Highway 85 commercial corridor just north of the downtown area. The area's limits include Hood Avenue and the intersection of Highway 85 and North Jeff Davis Drive to the north, the new "Villages at Lafayette Park" development and Grady Avenue to the west, Grady Avenue and the area north of Williamsburg Way to the south (properties facing Williamsburg Way are not included), and the South Jeff Davis Drive/Jimmie Mayfield Area, properties on both sides of Highway 54 to Gwinnett Street and properties fronting North Jeff Davis Drive on the east.

Two state highways bisect the Study Area. Highway 85 runs north/south through the area and is renamed Glynn Street in the historic downtown area. Highway 54 runs East-West and is split into two one-way streets (Stonewall and Lanier) through the downtown area. The Study Area includes a number of civic institutions including Fayetteville City Hall, Fayetteville Police Department, the historic Fayette County Courthouse, Fayette County Government Offices, a United States Post Office and a number of properties owned and operated by the local school district.

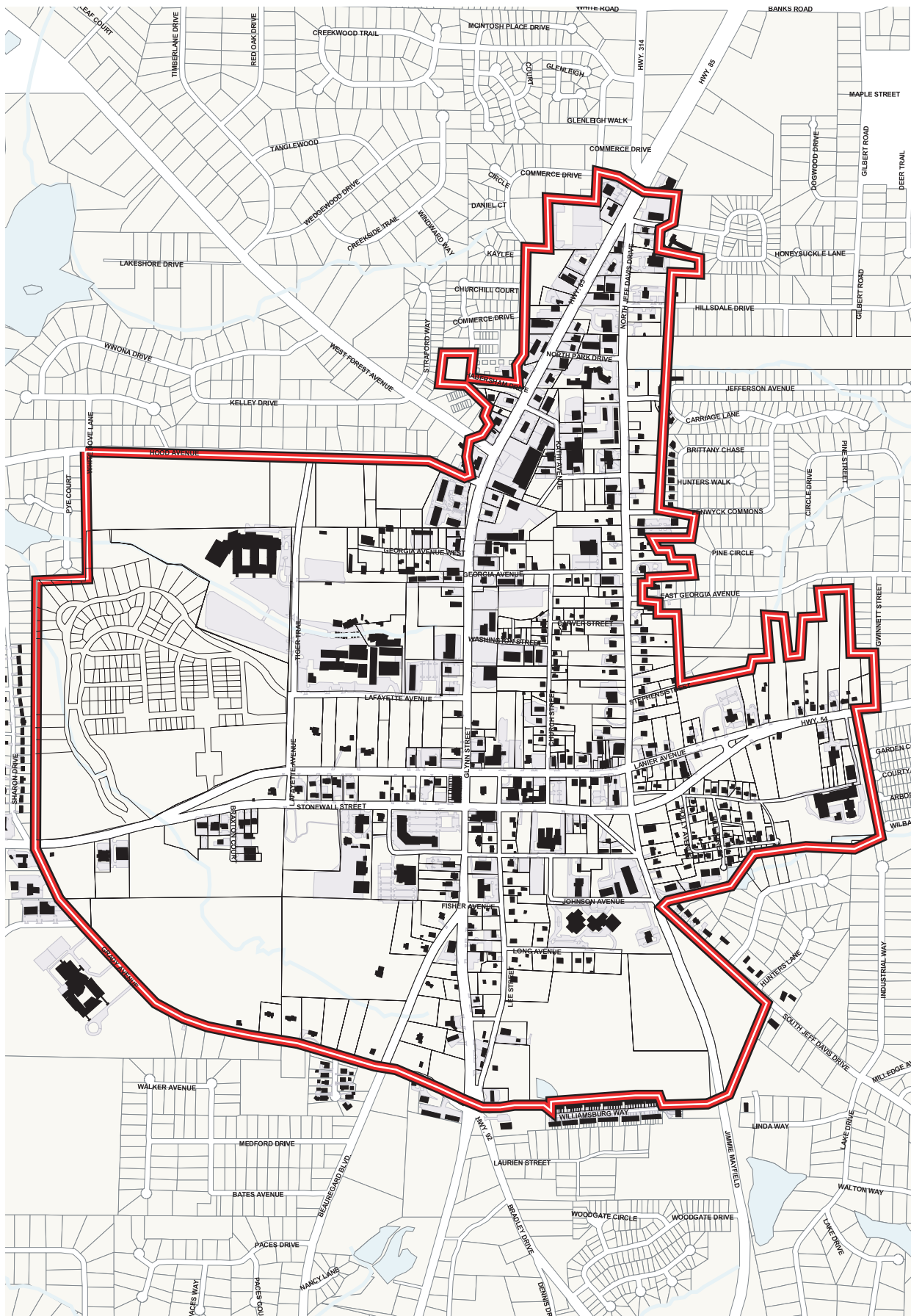
In addition to a context map, an aerial photograph of the Study Area follows this page. The aerial photograph was taken several years prior to this effort. Not shown on the photograph is "The Villages at Lafayette Park" development currently under construction on the large parcel of land to the far west of the study area. This development includes approximately 200 single-family homes and townhouses and a planned commercial/retail area facing Lanier Road (to the south). Also not displayed on the aerial photograph is the recently completed Fayette County Complex on a large parcel of land on the south end of the study area. The aerial displays the conglomeration of retail and commercial establishments on the north end of the Study Area along Highway 85, the collection of smaller buildings that forms downtown Fayetteville and a large undeveloped area in the southwest portion of the Study Area.



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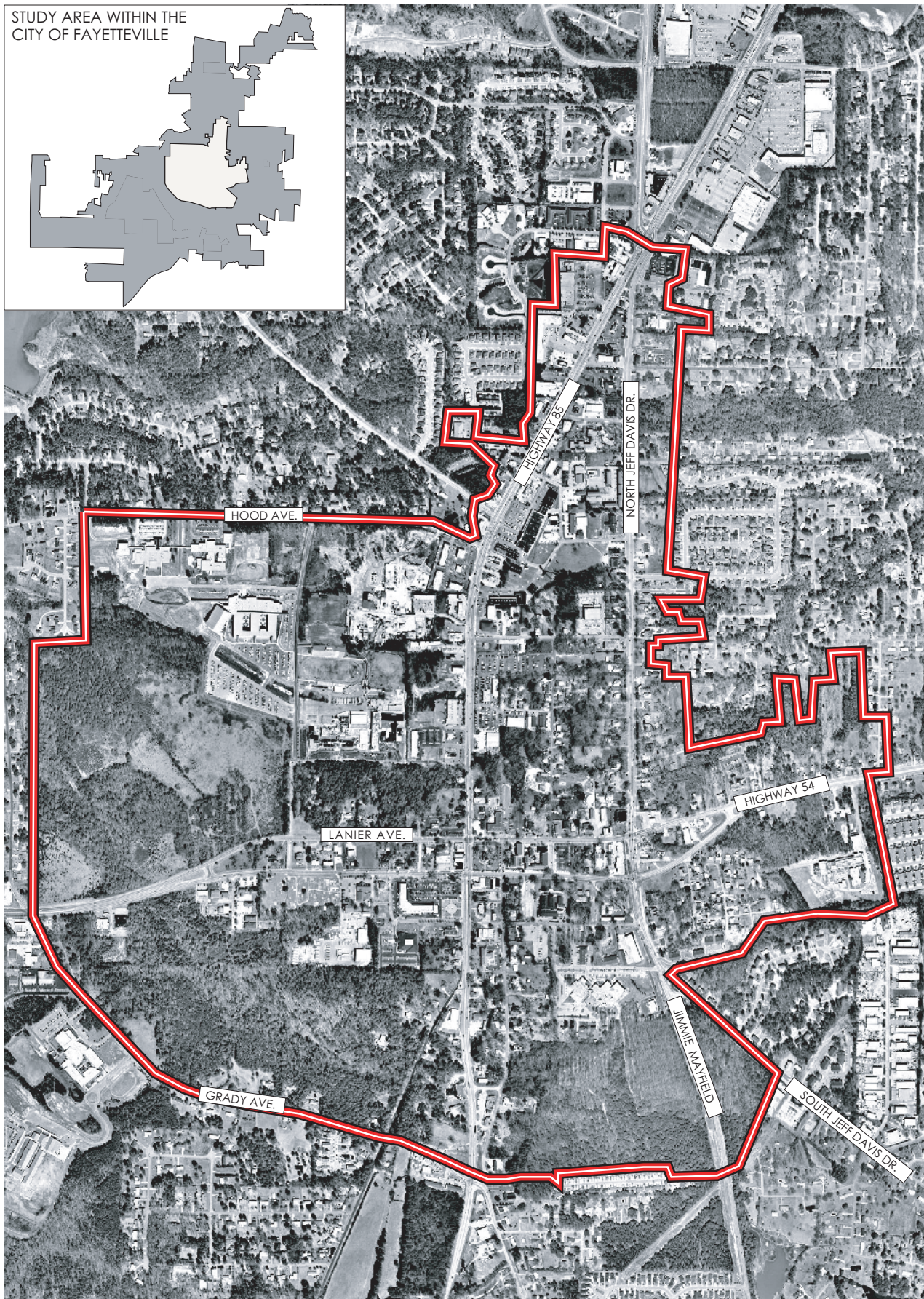
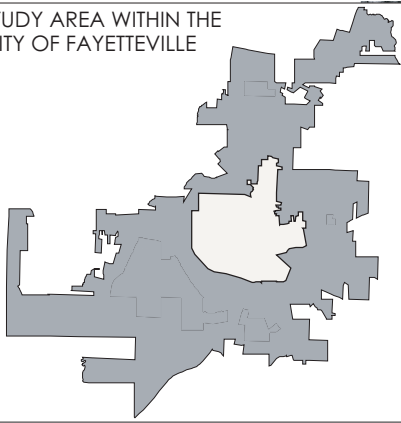


STUDY AREA CONTEXT



January 2003

STUDY AREA WITHIN THE
CITY OF FAYETTEVILLE



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STUDY AREA AERIAL MAP



1000 0 1000 2000 Feet

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Demographics

The following pages compare a series of base demographics among the Atlanta Metropolitan Standard Area (MSA), Fayette County and the Fayetteville Trade Area. The Fayetteville Trade Area is a geographical representation, slightly larger than the City of Fayetteville, of the area that contributes to and is affected by Fayetteville's economic climate.

Between 1984 and 1994 Fayette County was one of the country's fastest growing counties. As evidenced by the table on the next page, much of that growth took place during the 1980s as expansion in Fayette County far outpaced that of the Atlanta MSA. During that time span, the trade area encompassing the City of Fayetteville grew at roughly the same rate as the county (8.0% versus 7.7%). However, between 1990 and 2001 the rapid growth rate diminished in the County from 8.0% to under 4.0% annually. Likewise, annual population growth within the Fayetteville Trade Area was more modest between 1990 and 2001, and as a percentage was less than that of the larger region (MSA). Based on the demographic trends and projections, population growth in Fayette County and more so within the Fayetteville Trade Area is expected to be much slower over the next decade.

The second table displays the population of the MSA, Fayette County and the Fayetteville Trade Area in terms of age distribution. Generally, the population in the Fayetteville Trade Area, and to a lesser extent Fayette County, tends to be older than the metropolitan region as a whole. The population of the Fayetteville Trade Area includes lower numbers of children, young adults and middle aged residents and higher percentages of those aged 55 and above. Over the next five to ten years, this shift toward older residents is expected to increase in the region. By 2006, just one in three Fayetteville Trade Area residents will likely be under the age of 45.

The final demographic table displays 2001 household income levels in the Atlanta MSA, Fayette County and the Fayetteville Trade Area. Generally, income levels in Fayette County and in the Fayetteville Trade Area tend to be higher than those in the metropolitan region as a whole. Within Fayette County 16.6% of the population falls into the lowest three income levels, compared with 18.5% in the Fayetteville Trade Area and 27.7% in the Atlanta MSA. Similarly, over 30% of Fayette County households have incomes higher than \$100,000 a year compared to 27.6% in the Fayetteville Trade Area and only 20.9% in the Atlanta MSA.

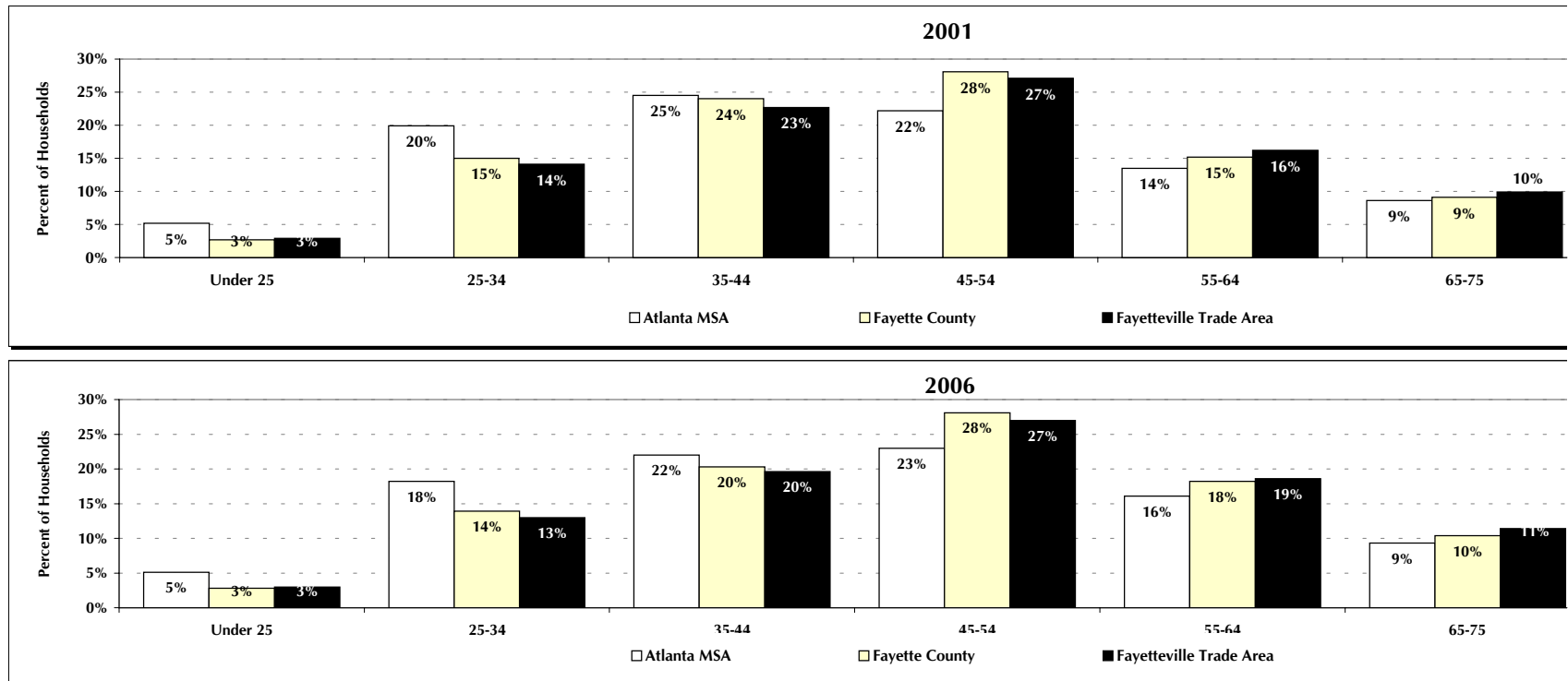
**POPULATION AND HOUSEHOLD GROWTH TRENDS AND PROJECTIONS
ATLANTA MSA 1/, FAYETTE COUNTY, AND THE FAYETTEVILLE TRADE AREA
1980 - 2006**

	CENSUS		PROJECTIONS		ANNUAL NUMERIC CHANGE			ANN
	1980	1990	2001	2006	1980-1990	1990-2001	2001-2006	1980-1990
Atlanta MSA 1/								
Population	2,233,323	2,959,950	4,200,247	4,640,007	72,663	112,754	87,952	2.9%
Households	789,576	1,102,578	1,604,477	1,786,527	31,300	45,627	36,410	3.4%
Household Size	2.78	2.64	2.59	2.57				
Fayette County								
Population	29,043	62,415	93,428	104,388	3,337	2,819	2,192	8.0%
Households	9,208	21,054	32,236	36,281	1,185	1,017	809	8.6%
Household Size	3.15	2.96	2.89	2.87				
Fayette County as a % of Atlanta MSA								
Population	1.3%	2.1%	2.2%	2.2%	4.6%	2.5%	2.5%	
Households	1.2%	1.9%	2.0%	2.0%	3.8%	2.2%	2.2%	
Fayetteville Trade Area								
Population	11,163	23,520	31,490	34,310	1,236	725	564	7.7%
Households	3,529	8,079	11,140	12,243	455	278	221	8.6%
Household Size	3.16	2.90	2.82	2.80				
Fayetteville Trade Area as a % of Fayette County								
Population	38.4%	37.7%	33.7%	32.9%	37.0%	25.7%	25.7%	
Households	38.3%	38.4%	34.6%	33.7%	38.4%	27.4%	27.3%	

1/ The 20-county Atlanta MSA includes Barrow, Bartow, Carroll, Cherokee, Clayton, Cobb, Coweta, Dekalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Henry, Newton, Paulding, Pickens, Rockdale, Spalding, and Walton Counties.

SOURCE: Robert Charles Lesser & Co., LLC; based upon data from Claritas, Inc.

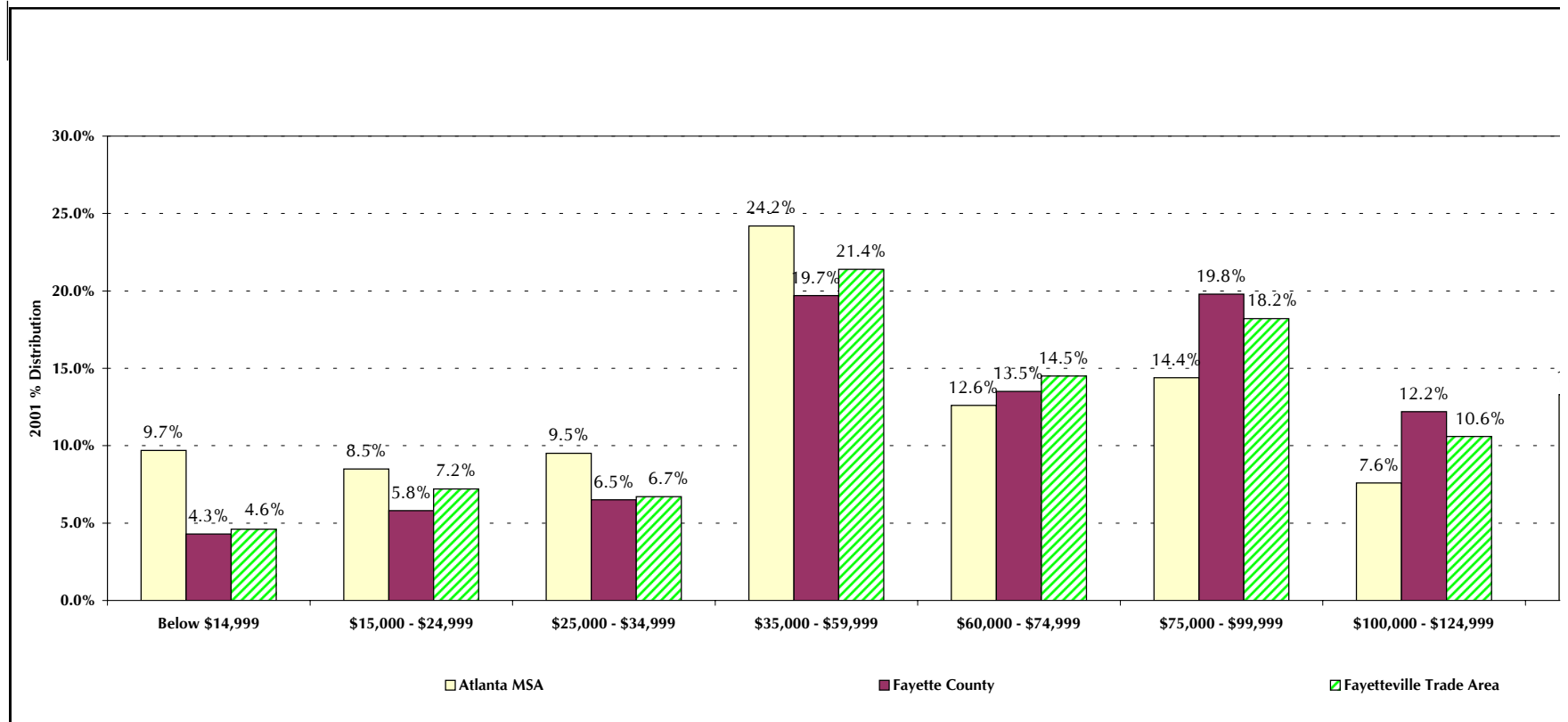
**COMPARISON OF HOUSEHOLD AGE DISTRIBUTION
ATLANTA MSA ^{1/}, FAYETTE COUNTY, AND THE FAYETTEVILLE TRADE AREA
2000-2006**



^{1/} The 20-county Atlanta MSA includes Barrow, Bartow, Carroll, Cherokee, Clayton, Cobb, Coweta, Dekalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Henry, Newton, Paulding, Pickens, Rockdale, Spalding, and Walton Counties.

SOURCE: Robert Charles Lesser & Co., LLC, US Census 2000 and Claritas, Inc.

**2001 HOUSEHOLD INCOME DISTRIBUTION
ATLANTA MSA, FAYETTE COUNTY, AND FAYETTEVILLE TRADE AREA
2001**



Existing Land Use

An analysis of existing land uses enables the Planning Team to look at development in the Study Area, as it currently exists. The Planning Team gathered the existing land use data below based upon a windshield survey of the area and Fayette County tax records.

Within the Study Area the predominant land uses are institutional, single-family residences, commercial/retail and office. The Highway 85 corridor is almost entirely commercial/retail north of Lanier Avenue. Conversely, the Highway 54 corridor is bounded by residential development and vacant land on the west side of the Study Area, a mix of uses through the downtown area including single-family homes, businesses and civic facilities and residential and underdeveloped land on the east side of the Study Area. In regards to mixed-use development it should be noted that in the table below "Mixed-use" refers to properties that contain multiple uses on a single parcel of land. Multiple uses within a single structure are rare within the Study Area.

Several important conditions can be identified from an examination of existing land use. First, the LCI Study contains a heavy concentration of institutional uses. The courthouse square (bounded by Glynn Street, Stonewall Street, Lee Street and Lanier Avenue) is surrounded by small commercial/retail establishments, City and County government offices and facilities and several large churches. The local school system also owns large parcels of land within the downtown area including Fayette County High School (located in the northwest corner of the study area off of Tiger Trail), the Community School (at the corner of Tiger Trail and Lafayette Avenue), a large parcel just south of Stonewall Street adjacent to the City Cemetery and an elementary school in the southeast corner of the Study Area.

While single-family residential development is the largest land use in the study area in terms of the total number of parcels and total acreage, there is a low concentration of single-family housing within the Study Area (less than 200 occupied single family homes) and within walking distance to the downtown area. Of the 240 acres within the study area identified as single-family properties, the three largest properties, including the Villages at Lafayette Park (currently under construction), contain only two occupied single-family homes. These three properties total 98 acres, over 40% of the acreage identified as single-family within the Study Area. The remaining single-family residences in the Study Area (141.63 total acres or 17% of the total net land area) are scattered in small pockets along Church Street, Holly Avenue and Hill Street, Lee Street and North Jeff Davis Drive.

The Highway 85/Glynn Street area, particularly north of downtown is bordered by commercial properties. These properties vary in size and type of establishment, but create a continuous retail corridor between Downtown Fayetteville and the Pavilion (located approximately 1 mile north of the Study Area).

Finally, the LCI Study Area exhibits a lack of useable open space. The downtown area contains one designated park, a playground/pocket park north of Lanier Avenue on Church Street. The only other public open spaces in the downtown area are the City Cemetery on Stonewall Avenue and the greenspace surrounding the old County Courthouse.

Fayetteville LCI Existing Land Use

Land Use Type	Number of Parcels	% of Total Parcels	Acreage	% of Total Acreage
Commercial	129	18%	155.30	19%
Office	50	7%	65.59	8%
Single Family ¹	351	48%	239.76	29%
Multi-Family	7	1%	11.94	1%
Institutional	56	8%	164.96	20%
Industrial	20	3%	17.36	2%
Mixed Use	26	4%	29.19	4%
Parks and Open Spaces	12	2%	23.96	3%
Parking ²	12	2%	5.09	1%
Vacant	67	9%	120.57	14%
Total Net Land Area	730		833.73	

Total Gross Land Area

931.13

¹ Includes The Villages at LaFayette Park- contains 173 single family parcels




² Includes only parcels used solely for parking purposes

Total Net Land Area includes only developable parcels

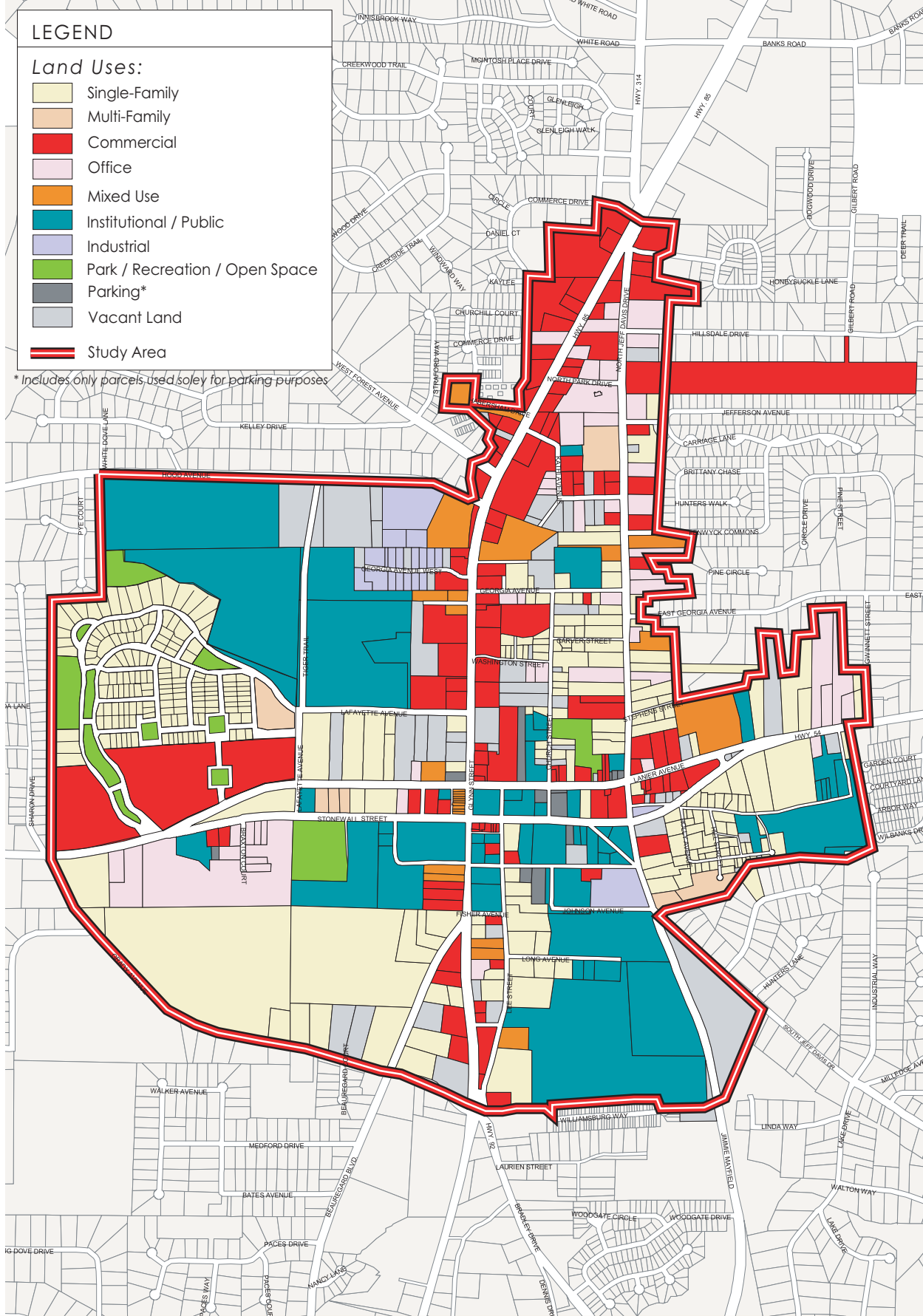
Total Gross Land Area includes streets and all right-of-way

LEGEND

Land Uses:

-  Single-Family
-  Multi-Family
-  Commercial
-  Office
-  Mixed Use
-  Institutional / Public
-  Industrial
-  Park / Recreation / Open Space
-  Parking*
-  Vacant Land
-  Study Area

* Includes only parcels used solely for parking purposes



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EXISTING LAND USE



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Character & Building Conditions

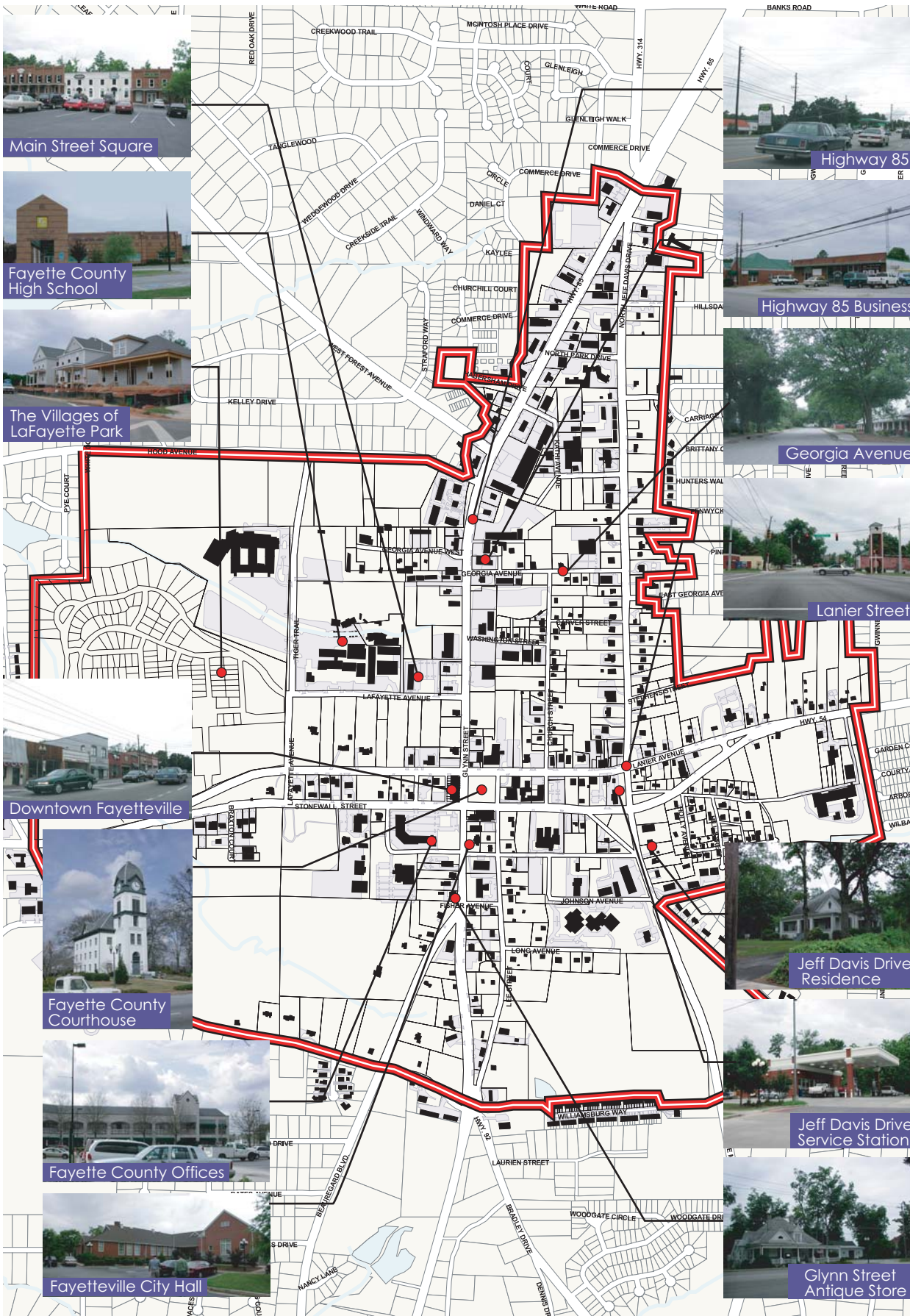
Within the Fayetteville LCI Study Area various smaller areas with distinct characteristics exist. The Highway 85 area north of Lanier Avenue is characterized by a series of older commercial buildings leading to an area of newer and larger retail outlets north of the Study Area. Many of these older commercial buildings have reached the end of their life cycle and are in need of repair, reinvestment or replacement. The Highway 85 area is also characterized by the wide highway with multiple lanes of traffic, often traveling at high rates of speed, and long distances between developments, preventing a comfortable pedestrian environment.

The west side of the Study Area is dominated by a new mixed-use development, "The Villages at Lafayette Park." This new development features approximately 200 new single-family residences and townhomes with the frontage along Highway 54 reserved for future commercial development. The Villages area is characterized by traditional looking single-family homes on small lots, narrow streets and a variety of small green spaces. An amphitheater, sponsored by the Downtown Development Authority, has been recently constructed in cooperation with the Villages.

The core of Downtown Fayetteville consists of the traditional courthouse square, two small rows of traditional retail stores facing the square and a variety of institutional buildings. While two major highways bisect the downtown area, Highway 54 consists of two one-way streets in the downtown area reducing the scale and visual impact of the highway. The downtown area is characterized by buildings recalling early 20th century architecture, somewhat narrow streets (with the exception of Highway 85/Glynn Street) and the presence of several large government and religious buildings.

The area surrounding North Jeff Davis Drive also has a distinct character. Most buildings adjacent to the wide street with a landscaped median were originally single-family homes. However, many of these structures have been renovated for use as office buildings. While the use of a number of the buildings has changed, the character of the street still recalls a traditional southern boulevard with generous setbacks, large trees and stately buildings.

In addition to exploring the characteristics of the Study Area, the Planning Team completed a windshield survey of building conditions. Based on that survey, 26 structures were identified as being in need of significant repair or replacement. The parcels where those buildings are located are shown on the graphic on the following page. The only concentration of buildings in need of significant repair is in a small residential pocket to the southeast of Highway 54 and Jimmie Mayfield. Other buildings in need of significant repair or replacement are scattered throughout the Study Area.



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STUDY AREA CHARACTER

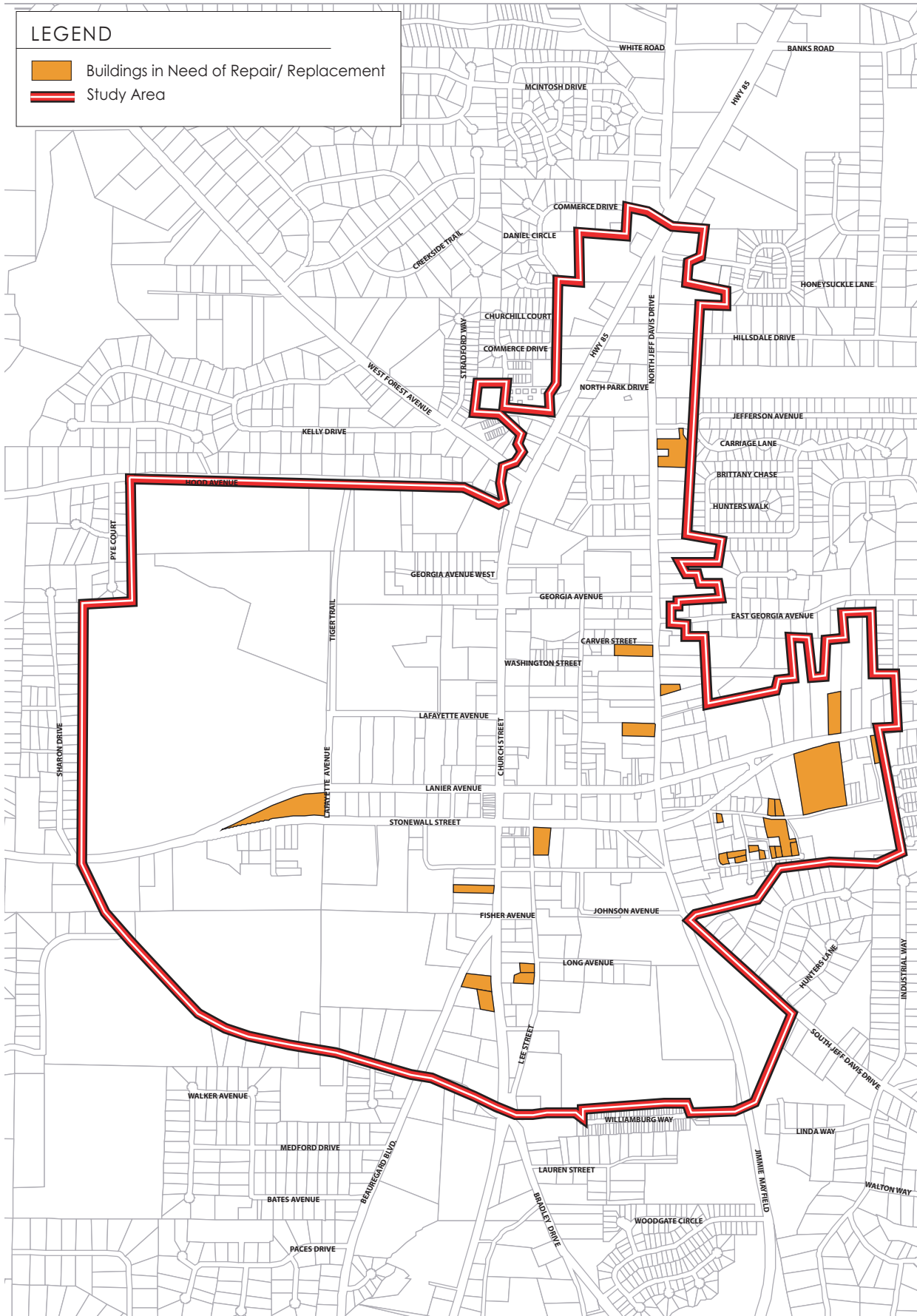


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LEGEND

-  Buildings in Need of Repair/ Replacement
-  Study Area



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BUILDINGS IN NEED OF REPAIR/REPLACEMENT



1000 0 1000 2000 Feet

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Historic Resources




Records indicate that much of Fayetteville's downtown area was constructed between 1880 and 1920. In 1990 the Fayette County Historical Society conducted a historic resources survey that is now recognized and on file with the Georgia Department of Natural Resources. Properties determined to have historic significance are displayed on the map on the following page.

Historic Resources within the Study Area tend to be concentrated in two areas. First a significant number of structures on Jeff Davis Boulevard, north of Lanier Avenue, are recognized as Georgia Historic Resources. Many of these structures were built as single-family residences in the late 19th century or early 20th century. While some have been renovated as office or commercial buildings, several have been preserved as family residences.

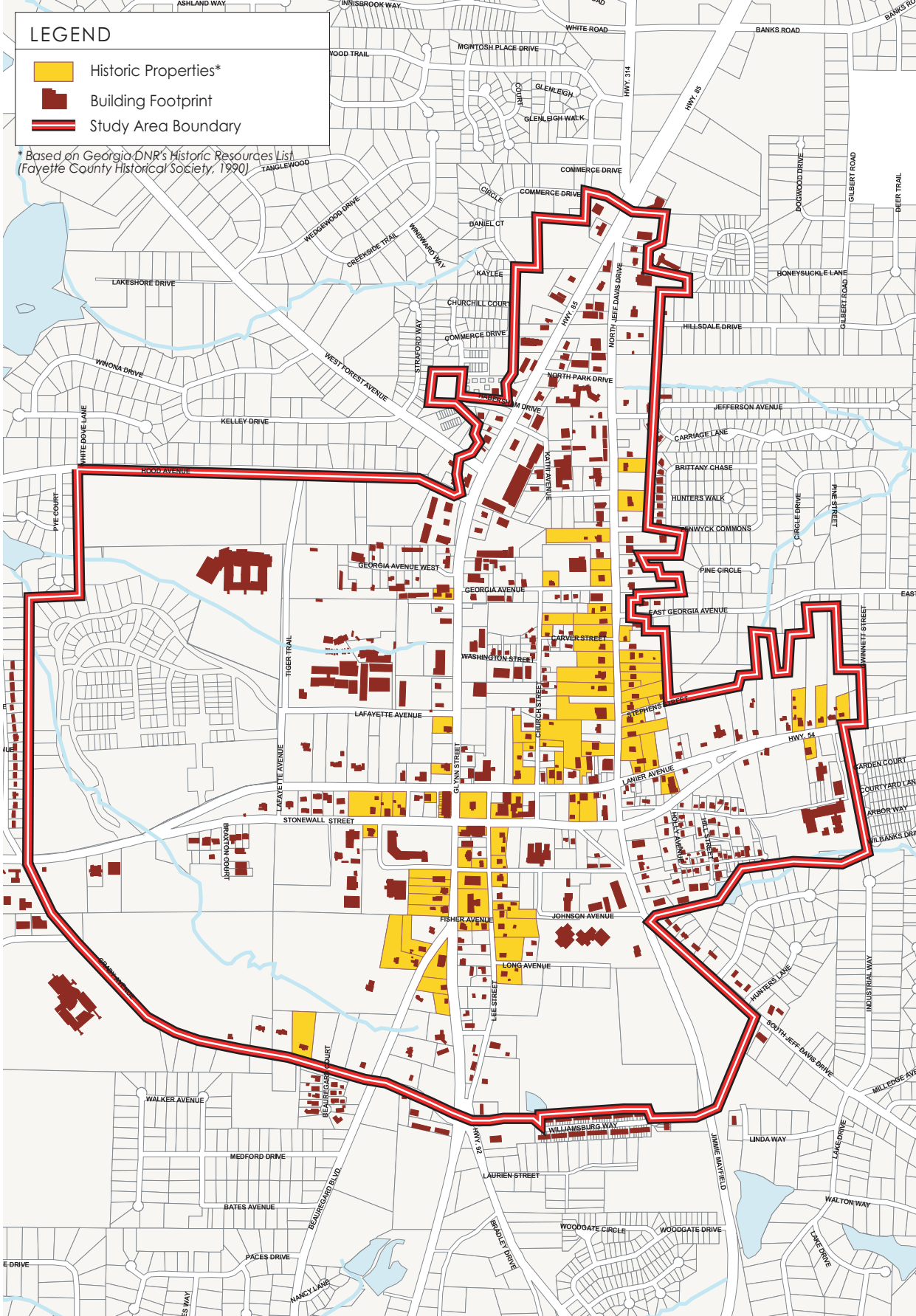
In addition, the downtown area between Lafayette Avenue and Beauregard Boulevard also possesses a significant number of historic structures. These structures include the county courthouse building in the center of downtown, Fayetteville City Hall, the collection of small retail buildings surrounding the courthouse square and a number of single-family residences on Glynn Street and Lee Street.

The identity and charm of Downtown Fayetteville is based upon its collection of older, "turn of the century" structures. Through the organization of the Main Street Architectural Overlay District, the City of Fayetteville has reiterated the importance of having a critical mass of historic buildings in the downtown area. In addition to the strong community desire to maintain the downtown aesthetic of older structures, their presence is vital to the marketability and viability of the downtown area. As such, the preservation of these historic resources is important to the image and sustainability of Downtown Fayetteville.

LEGEND

-  Historic Properties*
-  Building Footprint
-  Study Area Boundary

*Based on Georgia DNR's Historic Resources List
(Fayette County Historical Society, 1990)



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HISTORIC RESOURCES



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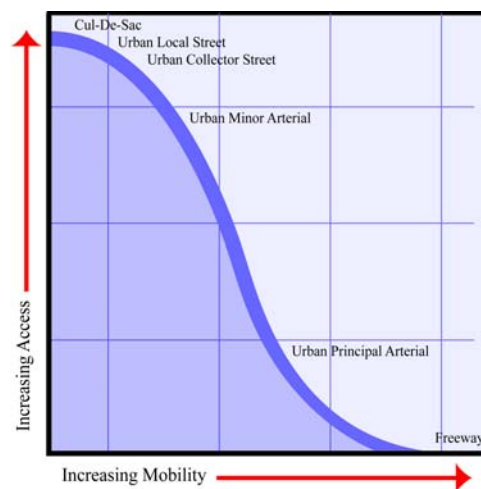
Existing Transportation & Circulation

The transportation network within the Fayetteville LCI Study Area is composed of a sparse street hierarchy where traffic is gathered from multiple locations and funneled onto one or two major facilities. Two of these major facilities, GA 85 and GA 54 are the primary carriers of north-south and east-west traffic in the City of Fayetteville. Additionally, GA 54 is split into a one-way pair of east-west streets in the downtown area (Stonewall Avenue and Lanier Street), too close together to function appropriately. Due to their proximity, there is a large degree of queuing during peak traffic periods for left turn movements northbound onto Highway 85 from Stonewall Avenue.

Outside of the two state highways, local streets in the LCI study area do not form a grid and therefore do not allow for alternate routes and turning movements. This network configuration forces the vast majority of local and through traffic onto the two state highways, causing congestion as traffic volumes exceed capacity and create difficult conditions for pedestrians.

Functional classification of streets is a method of ordering streets by the service they are intended to provide. Streets with the highest functional classification are intended to provide the highest through traffic volumes with the lowest accessibility to land. Lower functional classifications allow increased access at the expense of mobility. The following figure graphically illustrates this relationship.

Relationship Between Access and Mobility Functions of Streets



Streets within the study area fall into four different Georgia Department of Transportation (GDOT) classifications. They are, in order of intended volume from highest to lowest:

- Urban principal arterial
- Urban minor arterial
- Urban collector street
- Urban local streets.

GA 85 and GA 54 are urban principal arterial streets and carry the highest traffic volumes. Minor arterial streets include GA 92, Jeff Davis Drive, and Jimmie Mayfield Drive. These streets carry less traffic than GA 85 and GA 54, but still account for significant volumes. Grady Avenue is the only urban collector street within the study area. All other streets in the LCI study area are classified as urban local streets and primarily provide access to land uses.

According to GDOT, the number of vehicles flowing through the study area along the east-west downtown axis during a 24-hour period is slightly higher than the road network is designed to carry. Generally, the carrying capacity of GA 54 is 22,000 vehicles per day on the four lane two-way segments and 28,000 vehicles per day on the one-way segments, which contain two lanes each with an additional lane that functions like a continuous left turn lane. To the east of the study area, the current traffic volume is roughly 24,000 vehicles per day; to the west, the number is slightly more than 30,000 vehicles per day.

The north-south axis displays a more intense need. To the north of the intersection of GA 85 and GA 92, the number of vehicles traveling on GA 85 during a 24-hour period is approximately 42,000. Similarly, for the area south of the intersection of these two Georgia highways, the volume of vehicles during a 24-hour period is approximately 37,000, and tapers off to roughly 23,000 vehicles per day south of Beauford Boulevard. The capacity of a four-lane road with a continuous left turn lane, such as GA 85, is approximately 26,000 to 28,000 vehicles per day.

Thus, both the primary north-south route and the primary east-west route in the City of Fayetteville are over capacity. One parallel north-south roadway segment has additional capacity. Jeff Davis Drive, just south of the intersection of GA 85, carries slightly more than 17,000 vehicles during a 24-hour period. The capacity of this segment, which is four lanes with a left turn lane in some sections, is roughly 22,000 vehicles per day. Despite having additional capacity, Jeff Davis Drive provides only limited relief, because it intersects GA 85 at the northern boundary of the study area. No facilities other than GA 54 provide continuous east-west access through the study area. Grady Avenue, which is a two-lane facility with a right turn lane at GA 54 provides limited east-west movement, but terminates at Glynn Street.

Several intersections in the study area are approaching or are over capacity. In order to perform a level of service (LOS) analysis, existing morning and afternoon peak hour turning movement volumes were obtained for the following study area intersections:

- GA 85 and GA 92
- GA 85 and GA 314
- Lanier Avenue and GA 85
- Lanier Avenue and Jeff Davis Drive
- Stonewall Avenue and GA 85
- Stonewall Avenue and Jeff Davis Drive
- Grady Avenue and GA 54
- Grady Avenue and GA 85.

The turning movement volumes were used to analyze existing traffic operations at all eight intersections in accordance with the methodology outlined in the Transportation Research Board's 1997 update of the Highway Capacity Manual (HCM). Highway Capacity Software (HCS) and Synchro software, which emulates the HCM methodology, were used for the analysis. The results of the analysis are shown in the following table.

Intersection LOS Within the LCI Study Area

Intersection	AM Peak Hour			PM Peak Hour		
	V/C Ratio	Delay Time (seconds)	LOS	V/C Ratio	Delay Time (seconds)	LOS
GA 85 and GA 92	0.83	12.4	B	0.82	16.2	B
GA 85 and GA 314	0.83	18.3	B	0.88	25.2	C
Lanier Avenue and GA 85	0.92	15.3	B	0.85	11.8	B
Lanier Avenue and Jeff Davis Drive	0.79	22.2	C	1.04	46.1	D
Stonewall Avenue and GA 85	0.88	15.5	B	0.84	14.7	B
Stonewall Avenue and Jeff Davis Drive	0.90	24.3	C	0.90	23.3	C
Grady Avenue and GA 54	0.96	36.3	D	0.89	24.0	C
Grady Avenue and GA 85	0.89	21.1	C	0.73	12.6	B

The vehicles to capacity (V/C) ratio describes the relationship between supply and demand at a particular intersection. A figure greater than 1.0 means demand (vehicles attempting to pass through the intersection) is exceeding supply (ability of the intersection to accommodate traffic). Delay time measures how long it takes vehicles to pass through the intersection. As demand exceeds supply, delay times increase as vehicles are forced to wait for more supply to become available. Level of service (LOS) measures the average function of the intersection, with "A" being the highest LOS and "F" representing significant delay. The results of the Synchro analysis show that most intersections in the study area are performing at acceptable levels of service.

To ensure accuracy, the Synchro analysis was field verified by the Planning Team. In reality, traffic flow is constrained by several competing priorities that the Synchro model cannot replicate, resulting in slightly higher intersection LOS estimates.

Based on the analysis and concurrent observations, the following intersections in the Fayetteville LCI Study Area are not providing acceptable service:

- GA 85 and Stonewall Avenue during the pm peak hour
- GA 85 and Lanier Avenue during the pm peak hour
- Lanier Avenue and Jeff Davis Drive
- Grady Avenue and GA 54

Ultimately, the capacity of intersections along a given roadway determines a route's overall capacity. If intersections are functioning well, roadways can exceed the designed maximum daily volumes discussed earlier and yet, provide an acceptable LOS.

Sidewalks and Bicycle Facilities

Several streets within the study area do not have pedestrian sidewalks. Major streets without sidewalks include parts of East Georgia Avenue, South Jeff Davis Drive, Hood Avenue and Jimmie Mayfield Drive. Currently, pedestrian volumes within the study area are very light. This could be attributed to the aforementioned lack of sidewalks likely discouraging walking or to traffic lights at major thoroughfares such as GA 85 and GA 54, which are designed to aid traffic flow and are not conducive to pedestrian crossings due to the limited time walkers have to cross the street. Despite these disincentives to pedestrians, some lunchtime traffic and hotel patrons explore Fayetteville on foot.

The small local street grid in and around the old county courthouse provides numerous opportunities for pedestrian access to key downtown attractions. However, a lack of sidewalks

and pedestrian amenities such as shade trees, benches, and wayfinding signage discourages pedestrians. Additionally, GA 85 and GA 54 present obstacles to pedestrians, due to their expansive widths and high traffic volumes.

There are no existing bicycle facilities in the study area. However two bike routes do appear in Atlanta Regional Commission's ARIS database. One route runs east-west along Stonewall Avenue/Lanier Street (in downtown). The other bike route follows Beauregard Boulevard to Redwine Avenue and then continues east along Ebenezer Church Road.

Traffic Signals

There are traffic signals at multiple high-volume intersections within the study area. The signals are appropriately phased. However, high traffic volumes on state routes 85 and 54 during peak periods cause extensive queues. Discussions with GDOT have been recently undertaken by City of Fayetteville and Fayette County officials to modify the left turn arrow at GA 54 and GA 85. To date, GDOT has declined proposals to elongate the turning period. Because GA 85 and GA 54 are significantly over capacity, tweaking the timing plans and phasing of existing traffic signals will not result in a meaningful reduction in congestion. Even if a 10% increase in capacity (based on results from similar signal timing projects) could be achieved on GA 85, it would still be over burdened by roughly 11,000 vehicles per day.

Parking

Based on an analysis of existing land uses in the Fayetteville LCI, an estimate of demand for parking spaces was calculated for the "commercial" and "mixed-use" land use categories. It was assumed that other land uses currently have sufficient on site parking. Roughly 8,542 public parking spaces are required to serve commercial and mixed-use developments within the LCI Study Area. This figure was established by multiplying the total square feet of commercial buildings in the LCI Study Area by established parking standards. Based on the current City of Fayetteville zoning ordinance, 7,190 spaces would be required to serve existing development.

A windshield survey of parking conditions was performed to determine existing parking supply. All commercial and mixed-use properties in the study area contain substantial off street parking available to patrons. During the p.m. peak hour, typically a time of high demand for retail, due to high numbers of drive by trips, no lots appeared to be more than 50 to 60 percent occupied. In addition, based on interviews with City staff, parking variances are often requested by developers and granted by the city to build less parking than required by the zoning ordinance. Because the success of retail development depends on providing sufficient parking for patrons, it is clear that existing codes provide for adequate parking.

Planned Transportation Improvements

Several future transportation improvements within the LCI study area are part of the Transportation Improvement Program (TIP). The TIP improvements are all intersection improvements and are located at:

- GA 85 and Georgia Avenue – signalization improvements
- Jeff Davis Drive and Georgia Avenue – concept design for safety improvements
- Jeff Davis Drive and GA 54 – signalization improvements
- Grady Road/Bradley Road at GA 85 – add a left turn phase to the existing signal

In addition, Fayette County has plans for several transportation improvements in the study area, including:

- North Jeff Davis Drive from GA 85 and GA 314 to Hillsdale Drive – design two southbound lanes and an additional northbound lane on Jeff Davis Drive

- South Jeff Davis Drive from Jimmie Mayfield Avenue to Nash Creek – shoulder widening.

All of the above projects will be under construction by 2006, with several scheduled to begin in 2003 – 2005. None of these improvements are high cost/high impact projects. Although they will contribute to minor increases in capacity, they do not begin to address GA 85, which is currently carrying approximately 14,000 more vehicles per day over its theoretical capacity.

Connectivity between major roads and a lack of parallel major arterials are key transportation issues affecting the study area. Increased connectivity is key to pedestrian friendliness, because it results in more direct routes and shorter access times. A hypothetical two-lane north-south facility capable of carrying 12,000 vehicles per day could provide needed relief to GA 85. A parallel facility to SR 54, while not critical based on existing traffic counts, would provide some relief to major intersections that are currently over capacity. Alternately, based on the high traffic volumes and numerous overcapacity intersections on GA 85 and GA 54, a bypass of the downtown area could potentially improve traffic flow on both highways.

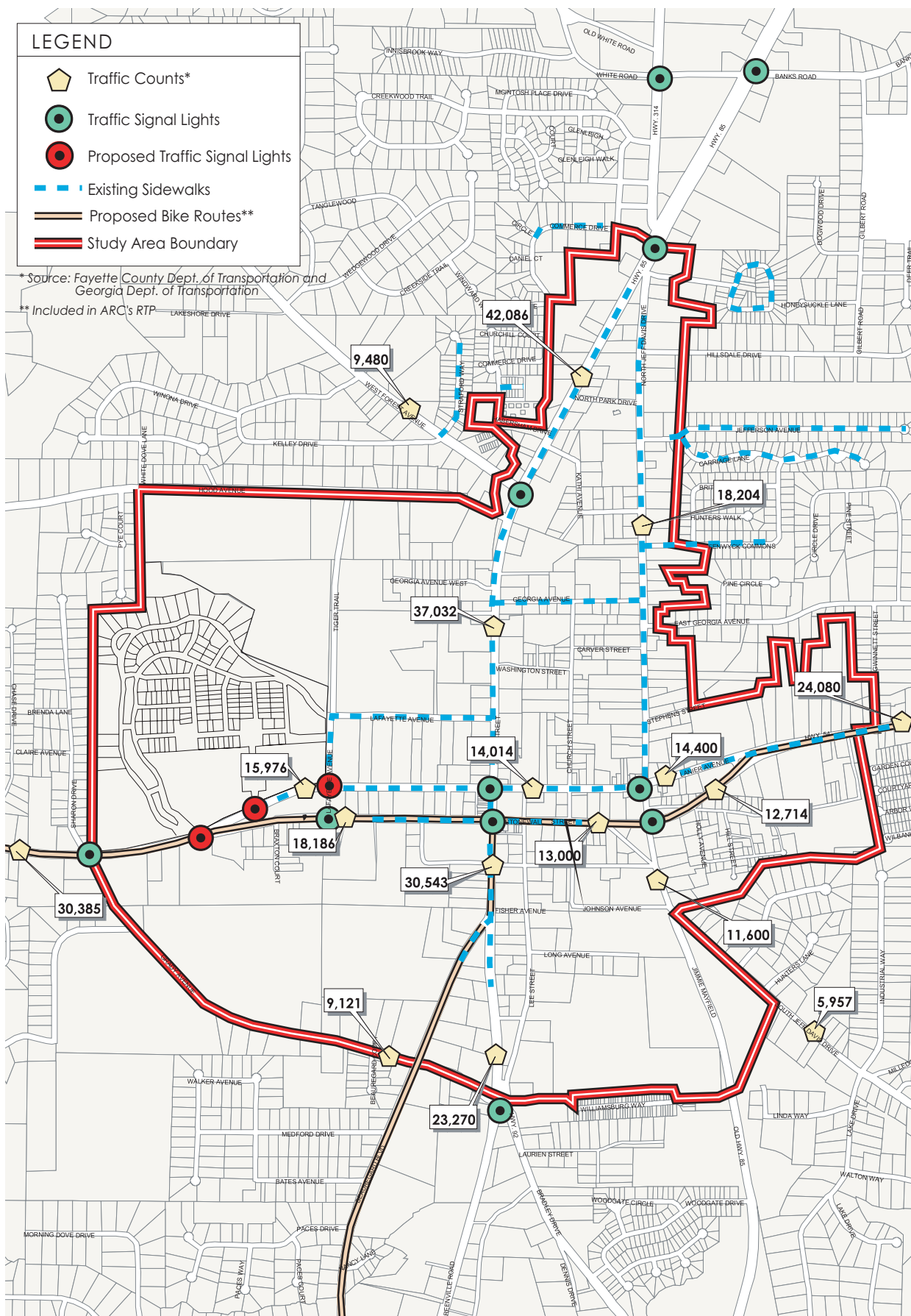
Proposed transportation and circulation improvements are discussed in more detail in Section 2.0 Development Plan and are included as part of the 5-Year Action Plan in Section 3.0.



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Market Conditions

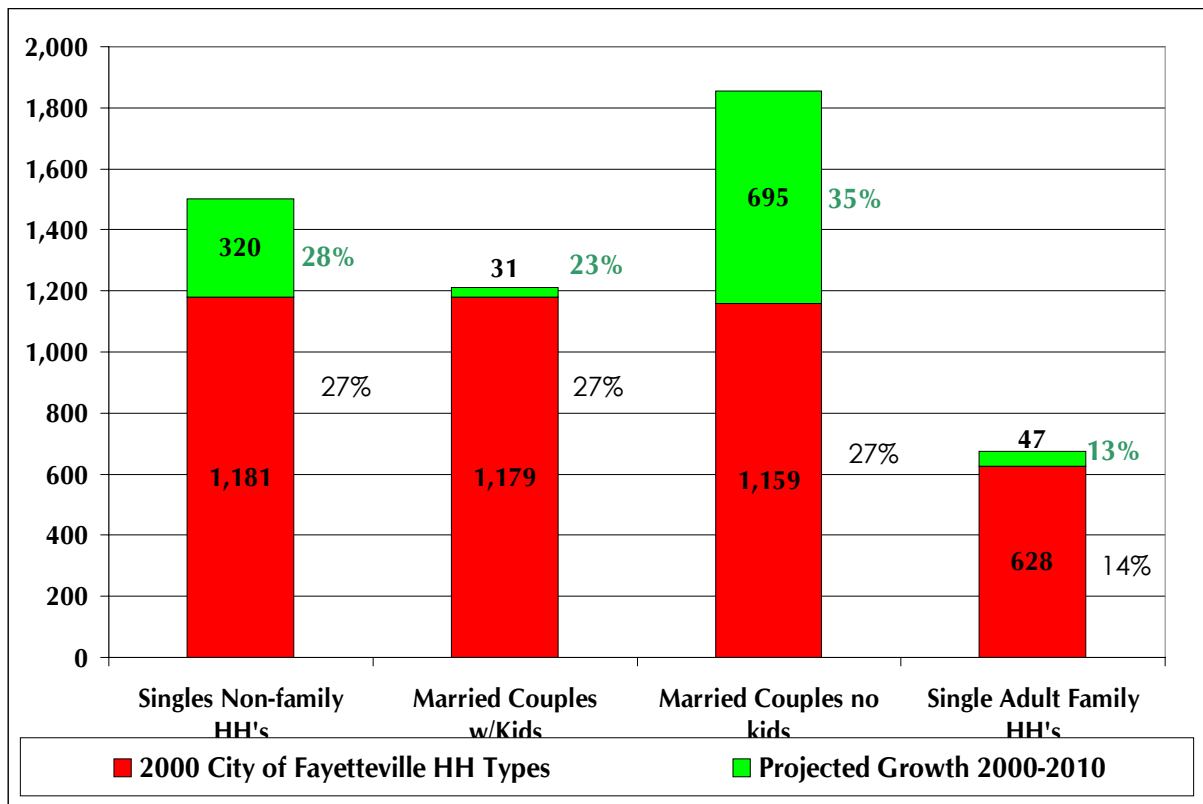
In addition to the review of Fayette County and City of Fayetteville demographics (found on page 1.4), a market study was conducted to better understand the larger-scale regional and national economic trends and local impacts. These trends, particularly demographic shifts within the region, create opportunities from which redevelopment can occur. These trends include:

- Aging baby boomers seeking an ease of lifestyle
- Young Gen-X'ers seeking lifestyle alternatives to those of their parents
- Growth in smaller households- particularly singles and couples without children
- Increasing desires for sense of place and community
- The rise of traditional neighborhood developments (TND) and downtown revitalization efforts

Housing Trends

According to the 2000 census, a majority of housing units in the City of Fayetteville were comprised of married couples with children and married couples without children. In light of the national trends toward smaller households, Fayette County and the City of Fayetteville will see a shift in household type composition and demand by housing type over the next ten years toward non-family households and married couples without children ("empty-nesters"). The graph below illustrates the projected annual growth by household type. The percentage in red indicates household distribution in 2000 while the percentage in green represents projected household distribution in 2010 (the complete market report can be found in the Appendix of this report).

Household Types Existing and Projected
City of Fayetteville (2000-2010)



Housing preferences are changing rapidly in today's marketplace. There are increasing preferences for attached and detached low maintenance housing types, including cluster homes (detached homes on small lots), attached townhouses and duplex units, condominiums and other low maintenance products to simplify lifestyles. Additionally, there are preferences for housing designed and targeted to smaller, non-family households including granny flats, rental lofts, rental over retail, four-plex rental, senior housing units, condo flats and other similar housing types. Other housing trends include preferences for connectivity and walkable neighborhoods as well as increasing preferences for mixed-use projects with integration of retail and/or office space.

Currently, the City of Fayetteville has very little housing product other than single-family detached units. For the past several years attached housing has only accounted for approximately 3% of the total new and resold homes in the county. This percentage is extremely low when considering that 27% of existing City of Fayetteville households are non-family households and 27% are married couples without children. Among these groups there are high preferences for housing products other than single-family detached homes. Even more dramatic is the disparity in housing types when considering the projected demographic shifts.

Based upon the Atlanta Regional Commission's (ARC) most current household projections for Fayette County, rental housing demand and new for-sale housing demand was analyzed for Fayette County. Due to the rapidly approaching build-out of Peachtree City and the lack of sewer available to the majority of Tyrone, Fayette County's other municipalities, Fayetteville's capture of this demand could theoretically be as high as 100%.

Based on a statistical analysis of data for the Atlanta Metropolitan Area 1996 and RCLCo industry knowledge, an annual demand potential for 243 rental-housing units existing within Fayette County.

Annual Demand Potential for Rental Housing Units Fayette County (2002)

Sources of Demand				
New Renter Households	Owner Households Who Rent Short Term /3	Less Existing Renter Households Becoming Owners	Existing Owner Households Becoming Renters	
Annual New Households /1 1,022	Annual New Households /1 1,022	Fayette County Existing Renter Households 2001 /2 1,612	Fayette County Existing Owner Households 2001 /2 30,624	
x Demonstrated Renter Propensity /2 33%	x Demonstrated Short Term Renter Propensity /4 5%	x Demonstrated Annual Renter Turnover /5 39%	x Demonstrated Annual Owners Becoming Renters /5 1%	
= New Renter Households 337	= Short Term Renter Households 51	= Renter Households in Turnover 629	= Existing Homeowners Becoming Renters 306	
		Becoming Owners /5 80%		
		= Renter Households Becoming Owners /5 452		
Annual Potential Fayette County Renter Household Demand Pool 337	51	-452	306	

1/ From Atlanta Regional Commission's latest 2002 projections.

2/ US Census 2000.

3/ Owner households who rent prior to buying, typically 6-12 months.

4/ RCLCo estimate based on past survey's of suburban apartment developments. Can go as high as 10%.

5/ American Housing Survey for the Atlanta Metropolitan Area, 1996.

Additionally, demand results indicate support for 984 to 1,312 new higher-density, for-sale housing units per year in the county. Demand projections were further segmented based on demonstrated home sales to determine an annual demand for attached housing between 148

and 197 units, an annual demand for 167 to 335 detached, New Urbanist/cluster homes and an annual demand for detached housing of between 837 and 1,116 units per year.

Annual Demand Potential for For-Sale Housing Units Fayette County (2002)

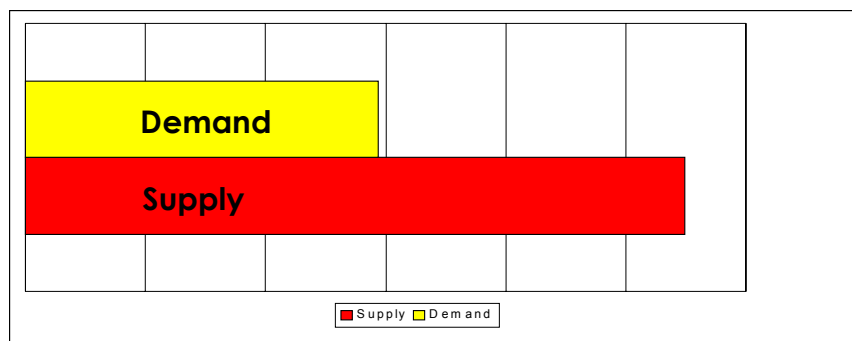
Sources of Demand		
New Owner Households	Existing Owner Households	Existing Renters Becoming Owners
Annual New Households /1	Fayette County Existing Owner Households 2001 /2	Fayette County Existing Renter Households 2001 /2
x Demonstrated Owner Propensity /2	x Demonstrated Annual Owner Turnover /3	x Demonstrated Annual Renter Turnover /5
= New Owner Households	= Owner Households in Turnover	= Renter Households in Turnover
	Less Owner Households Becoming Renters /3	x Renter Households Becoming Owners /5
	Existing Owner Households	Renter Households Becoming Owners
	Staying Owners	Owners /5
	Net Owner Household Units to be Filled	
Annual Potential Fayette County Owner Household Demand Pool		

x Preference to Purchase New Home /4	
= Annual Potential Fayette County New Home Sales	
x Preference For Detached Housing Product /5	
= Annual Potential Fayette County Detached New Home Sales	
x Preference For New Urbanist Housing Product /6	
= Annual Potential Fayette County New Urbanist New Home Sales	
x Preference For Attached Housing Product /5	
= Annual Potential Fayette County Attached New Home Sales	

- 1/ From Atlanta Regional Commission's latest 2002 projections.
2/ US Census 2000.
3/ Based on American Housing Survey for the Atlanta Metropolitan Area, 1996 and more recent apartment surveys in Fayette County.
4/ Based on demonstrated sales in Fayette and similar counties.
5/ Based on Demonstrated home sales in Atlanta MSA.
6/ Based on consumer research conducted by RCLCo in Atlanta on product preferences.

Retail/Commercial Trends

In terms of retail/commercial development, the current situation in the Study Area and in the city of Fayetteville has been an over-zoning of commercial space and concentration of such space in one area of the city. Within the Fayetteville Study Area, there is support for 1.5 million square feet of commercial space within a five-mile trade area and yet there is in existence 2.7 million square feet of commercial space. This figure does not include the additional space that could be added on commercially zoned but undeveloped land. The table below represents the supply of commercial space in the Fayetteville Trade Area versus that demanded by the existing population.



Some 85,000 people are needed to support existing commercial space in the Fayetteville Trade Area. The county's population is 91,263, suggesting that support must come not only from outside the trade area but from outside the county including adjacent counties. While having some regional-serving retail is appropriate in Fayetteville, too much commercial space in one area creates traffic congestion and influences commercial merchants to relocate to other areas. This over-supply has resulted in lower appreciation rates of retail rents throughout the Trade Area.

While retail space is oversupplied in the Fayetteville Trade Area, opportunities do exist for smaller scale, commercial development in Downtown Fayetteville. Most retail in trade area consists of convenience and large "big box" retailers, while dining and specialty retail types are actually under-served in the market.

Based on a statistical analysis by Robert Charles Lesser & Co. LLC, it is estimated that an un-met demand of 104,000 square feet of gross leaseable area exists within the trade area for small-scale, character eating and drinking and clothing and accessory establishments over the next 8-10 years. More to the point, approximately 10,800 square feet of annual demand for downtown appropriate restaurants and specialty retail exists.

Retail Support by Store Type
Fayetteville Trade Area (2001, 2001-2010 Annual and 2010)

	Total Trade Area Sales 2001 /1	Total Trade Area Supportable Square Feet	Existing Square Feet In Trade Area	Total Trade Area Demand 2001	Total Annual Trade Area Supportable Square Feet 2001-2010	Total Trade Area Supportable Square Feet 2010
Comparison Goods	\$49,908,128	253,341	968,400	(715,059)	8,222	(641,060)
Eating and Drinking	\$46,208,478	223,165	142,650	80,515	7,243	145,699
Convenience	\$108,689,074	466,477	224,675	241,802	15,139	378,056
Gifts, Specialty, Other	\$21,190,365	110,366	542,500	(432,134)	3,582	(399,896)
Clothing and Access.	\$29,036,000	109,158	85,200	23,958	3,543	55,842
Discount Dept Stores	\$46,740,568	295,471	603,500	(308,029)	9,589	(221,724)
Gas Stations	\$29,783,249	13,084	91,200	(78,116)	425	(74,294)
TOTAL	\$397,600,736	1,471,062	2,658,125	(1,187,063)	47,743	(757,377)

	Total Trade Area Supported 2001	Total Annual Trade Area Supportable Square Feet 2001-2010	Total Trade Area Supportable Square Feet 2010
Potential for Supported Store Types	346,274	25,925	579,598
Eating and Drinking, Convenience (Grocery/Drug), Clothing and Accessories			
Store Types for Downtown	104,473	10,785	201,542
Eating and Drinking, Clothing and Accessories			

1/ Claritas, 2002.

2/ The Urban Land Institute's Dollars and Cents of Shopping Centers 2000.

3/ Claritas 2002 Retail Employee Report, adjusted for businesses with fewer than 20 employees.

Issues & Opportunities

In addition to the existing conditions data presented on the previous pages and the professional assessment of the Study Area by the Planning Team, a series of interactive tools were used to gather information and feedback regarding Downtown Fayetteville's strengths, weaknesses and opportunities.

To that end, the Fayetteville LCI Core Team (including approximately 20 local officials, property owners, businesses and residents) was asked to share their thoughts concerning the strengths and weaknesses of Downtown Fayetteville and the Study Area during their initial meeting. The consensual results are listed below:

1. Strengths
 - Courthouse Square
 - Small town feel
 - Retail/Trade center for the area
 - Historical buildings
 - Charm
 - Future tourist attraction
 - Street grid
 - 2 major highways
 - City and County offices
 - Institutions
 - Good building design and good local developers
 - Commitment by local officials
 - Good public support
2. Weaknesses
 - Traffic
 - Resistance to change
 - Lack of convenience to necessities
 - Not pedestrian friendly
 - Lack of bicycle amenities
 - Atmosphere for shopping and dining
 - Vacant strip centers
 - Absentee land owners
 - Degrading strip centers (dated)
 - Lack of non-government professional offices
 - Funding/budget
 - Lack of public recreation/parks/athletic facilities
 - General public's knowledge of the area's strengths- marketing
 - Short-term/limited vision
 - Destruction of historic resources
 - Perception/understanding of the value of having a strong downtown
3. If we were really clever... we'd find a way to... (do what?)
 - Eliminate ugly strip centers
 - Eliminate overhead power lines
 - Keep pedestrians safe
 - Have people spend money downtown after dark
 - Have parking near destinations
 - Develop an efficient flow of traffic
 - Provide in-town housing choices

- Make architecture important
- Have more dense and a better mix of uses
- Market ourselves better

In addition to this group exercise, a series of stakeholder interviews were held on Tuesday, July 9, 2002 at Fayetteville City Hall with members of the Core Team and other community leaders. Additional stakeholder interviews were conducted by telephone over the following two weeks. These interviews were conducted to promote open, candid conversation between community leaders and the Planning Team before any planning concepts or alternatives were tested. The interviews were used to bring the Planning Team up to speed quickly and to foster understanding between the City of Fayetteville, members of the Core Team, other community leaders and the Planning Team (see Section 4.0 Appendix for a listing of each stakeholder meeting and a description of the public outreach process).

From the stakeholder interviews, an Issues Matrix was developed, detailing the most important existing conditions and opportunities that affect the future of the Study Area. The Matrix follows on the next page and is divided into seven categories.

Land Use and Development

As noted in the land use analysis earlier in this report, Fayetteville's downtown is characterized by a collection of predominantly civic buildings, including City facilities, County facilities and local churches, and a collection of small retail/commercial establishments. While a critical mass of residential buildings once surrounded the ring of commercial and civic buildings, housing stock in and around the downtown area has been depleted through deterioration and redevelopment.

Developing a balance and a critical mass of residential, commercial and civic buildings is critical to the long-term sustainability of downtown Fayetteville as an activity center. Many "everyday essentials" including grocery stores, drug stores/pharmacies, the post office and other places of interest that draw citizens regularly have relocated outside of the downtown area. The Core Team has expressed an interest in recruiting and retaining a collection of these "essentials" or identifying a new niche market to draw regular pedestrian traffic and patrons to the Study Area. To enhance the probability of drawing development back to the downtown area the efficiency of the city's regulatory/permitting process and a perceived parking problem in the area will need to be addressed.

Economic Development

While two sides of the courthouse square and a majority of parcels along Highway 85 are commercial in nature, a plan to recruit and retain quality businesses, both "mom and pop" and larger businesses, is needed to stabilize the retail climate within the Study Area. While the Main Street Program in Fayetteville has worked diligently to attract businesses to the downtown area, including a restaurant adjacent to the courthouse square in the old hardware store, promotion of existing incentives and development of new incentives is needed to attract and retain appropriate downtown enterprises.

Additional information concerning the economic climate within the Study Area and the Fayetteville Trade Area can be found in the Appendix under the Economic Situation Analysis by Robert Charles Lesser & Co., LLC.



ISSUE IDENTIFICATION	Land Use and Development	Economic Development	Housing	Historic and Natural Resources	Traffic and Transportation	Community Facilities	Urban Design
PROBLEM STATEMENT	<ul style="list-style-type: none"> Encourage a more diverse set of land uses in the downtown area to build a critical mass of residents and services. 	<ul style="list-style-type: none"> Recruit additional businesses and resources to draw citizens downtown, while improving the aesthetics of the Highway 85 area. 	<ul style="list-style-type: none"> Determine the appropriate housing mix and character for the downtown area. 	<ul style="list-style-type: none"> Strive to preserve and restore valuable historical structures and create a system of attractive open spaces. 	<ul style="list-style-type: none"> Improve the transportation network to accommodate through traffic and local traffic appropriately. 	<ul style="list-style-type: none"> Involve local government and community facilities in contributing to the downtown environment. 	<ul style="list-style-type: none"> Improve the physical appearance of downtown and enhance the pedestrian environment.
ISSUES	<ul style="list-style-type: none"> Consider recruiting more "essentials" to downtown: grocery, pharmacy, ice cream shop, post office, etc. There is a perceived parking problem in the downtown area, which contributes to a lack of patrons. Development regulations in the City of Fayetteville have a reputation for being strict and sometimes onerous. Build on market strengths of area and help establish a niche for downtown commercial. Capitalize on the new "Villages at Lafayette Park". 	<ul style="list-style-type: none"> A plan is needed to recruit and retain viable downtown businesses. The Main Street Program is actively pursuing a restaurant for downtown in the old hardware store on the square. Additional incentives and promotion of existing incentives (façade grants, reduction of impact fees) are needed to encourage appropriate development and redevelopment. Consider recruiting a balance of quality businesses to the downtown area (AAA and Mom & Pop businesses). 	<ul style="list-style-type: none"> Housing density is low in the downtown area. Establish development standards for new housing in the downtown area. Encourage a mix of residential density in and around the study area. The City of Fayetteville has established a target that multi-family development be limited to 18% of the city's housing stock. 	<ul style="list-style-type: none"> A number of historic homes have been demolished in the study area to make way for new, larger developments. A need exists for community education concerning what makes a historical resource and why they are important. Consider promoting new development / redevelopment in the downtown that ties into the character of existing buildings. Build on existing open spaces & parks, considering the role additional open spaces can have in new development. 	<ul style="list-style-type: none"> The intersection of Stonewall Avenue and Glynn Street bottlenecks traffic in the downtown area. Semi/Truck traffic in the downtown area is a major detractor to the environment. Consider a bypass around the downtown area. A balance is needed between accommodating traffic flow and the pedestrian environment within the study area. Establish an approach to accommodating parking. Include bicycle facilities in transportation system improvements.) 	<ul style="list-style-type: none"> There is uncertainty about the future of the County Office Complex at Stonewall Avenue and Glynn Street. Build on the City and Main Street's organized festivals, which have brought the most citizens to the downtown area. Determine the impact of new county facilities. Establish partnerships & development programs with churches on east side of downtown. Involve the school system in planning and aiding downtown improvements. 	<ul style="list-style-type: none"> A number of older buildings in the downtown area need façade improvement regular property maintenance. The existing sidewalk network is incomplete and has numerous gaps. A sidewalk master plan is currently under development. Pedestrian crossing is difficult at Highway 85 and Highway 54 in the downtown area. Consider a tree / landscape bank from development impact fees to raise funds for downtown sidewalk and landscape improvements. Establish an identity for the study area.

ISSUES MATRIX

January 2003

Housing

Existing housing stock within the City of Fayetteville is 75% single-family detached residences. As a matter of policy, the city has set a target for multi-family residential development to be limited to 18% of the total number of housing units. Within the study area one multi-family development and one collection of single-family attached homes are under construction (the transition of Jeff Davis apartments to condominiums and townhomes at the Villages at Lafayette Park).

As noted previously, the downtown commercial core was historically surrounded by a strong collection of single-family dwellings. A number of these homes have been demolished or renovated for other uses over the last decade resulting in decreased residential density in the downtown area. While the Villages at Lafayette Park will provide approximately 200 new residences in the area, additional housing, additional mixed-density developments and development standards to promote appropriate residential development are needed to increase the number of residents within walking distance to downtown services.

Historic and Natural Resources

As outlined in the 1990 survey of historic resources in Downtown Fayetteville, over 100 historic structures exist within the study area. Members of the Core Team have spoken repeatedly of the need for increased community education concerning what makes a structure historic and the value of preserving these properties. A policy regarding the preservation and/or reuse of valuable historic structures and resources will be needed to preserve the character of the downtown area in the future.

There are few open spaces and parks within the Study Area. Consideration for the development of additional open spaces, parks and linkages and the role they can play in promoting development will be vital to increasing the livability of the downtown area.

Traffic & Transportation

The transportation network in the downtown area is dominated by the presence of the two major state highways. As these highways have been widened to accommodate additional vehicular traffic, the pedestrian environment in Downtown Fayetteville has suffered. A balance between improving the transportation network and enhancing the pedestrian environment should be sought as plans are developed for the future of the Study Area.

The Core Team has also mentioned a need to consider a bypass for commuter traffic around the downtown core. A potential bypass may reduce the volume of traffic and filter truck traffic from the downtown area, but should be evaluated in terms of its potential economic and land use impact on the traditional downtown core.

Community Facilities

As mentioned previously, local governments, churches and the school district own and operate a substantial portion of property in the downtown area. These civic organizations should be involved as partners in the planning and redevelopment of the Study Area. Potential opportunities include shared parking arrangements, public-private partnerships for facility design and redevelopment of abandoned or underutilized parcels to enhance the downtown environment.

Urban Design

The appearance of the Study Area varies widely from street to street and block to block. Numerous opportunities to improve the appearance of the downtown area through routine property maintenance and façade improvements exist. Opportunities to promote beautification and landscaping improvements should be sought through this planning effort.

The sidewalk network within the Study Area also varies and is incomplete. Steps should be taken to complete pedestrian linkages throughout the Study Area and to promote safe pedestrian crossings.

Development Opportunities

Based on the analysis of the Study Area by the Planning Team, discussions with the Core Team and the series of stakeholder interviews, a map of development opportunities was generated. Development opportunities include properties that are likely to change over the next 5 to 10 years and the development or redevelopment of which can contribute to improving livability in the downtown area. Five types of properties comprise development opportunities:

- Vacant parcels
- Open spaces
- Parcels that are used solely and entirely for surface parking
- Underutilized properties
- Institutional land uses.

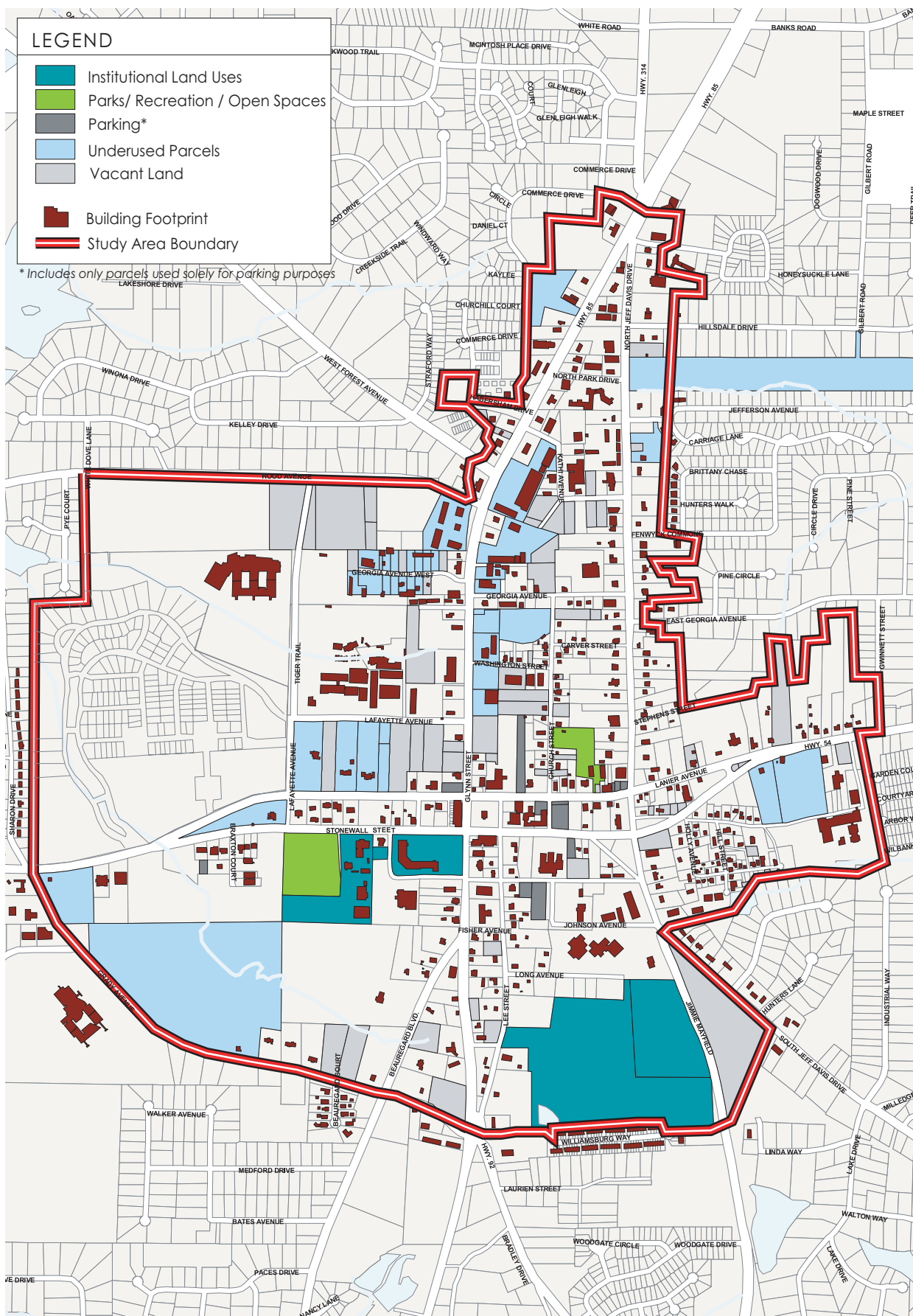
The map on the following page displays these properties as identified by the Planning Team. Their appearance on this analysis is not a recommendation for their improvement, but an identification that the property is likely to change in the face of market pressure. This map served as the basis for two of the three community workshops as concepts for downtown development and redevelopment were considered (see Section 4.0 Appendix for a detailed description of community workshops and the public outreach process).



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DEVELOPMENT OPPORTUNITIES

1000 0 1000 2000 Feet

January 2003